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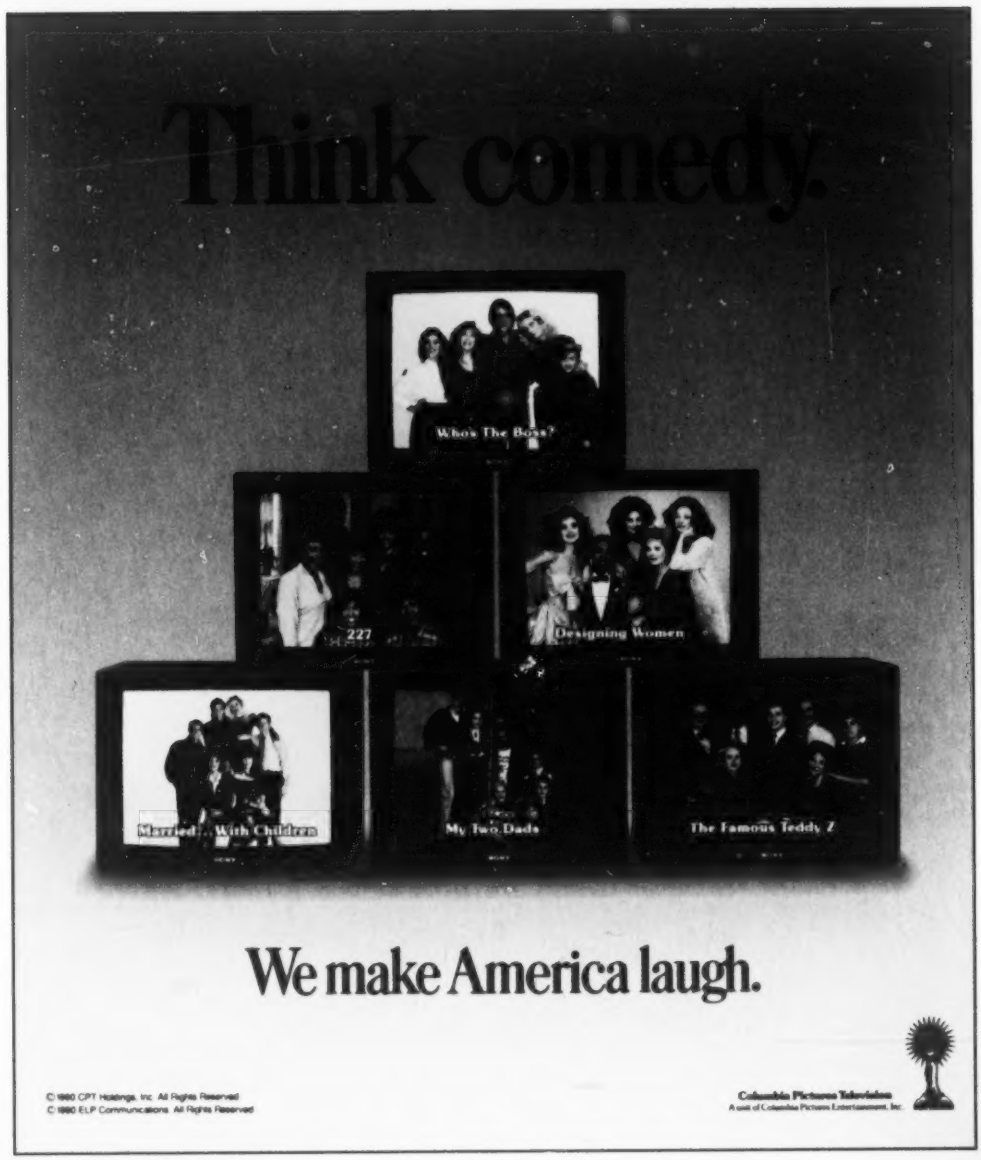
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 22



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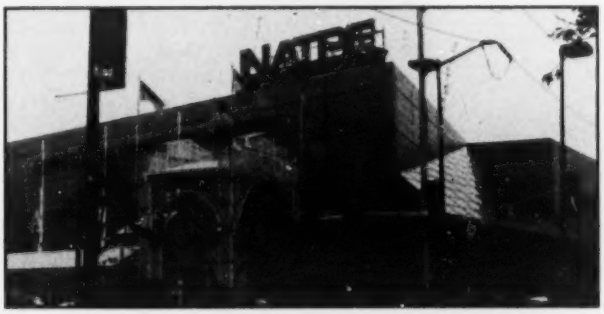
59th Year 1990
NATPE 1990

Broadcasting Jan 22

Vol. 118 No. 4

Food for thought... Amid criticism from convention participants about new rules governing NATPE show in New Orleans,



programing executives announce commitments for new programs. **PAGE 27.**

No mirage... National Association of Broadcasters board, meeting at Rancho Mirage, Calif., resists reviving programing code, reaffirms

opposition to telco entry, prepares battle plan for "if carry/must pay" and shifts radio focus to AM technical bill. **PAGE 33.**

Stock options... Securities analysts offer their predictions about performance of Fifth Estate stocks in 1990. **PAGE 56.**

32/ ***EQUAL FOOTING***
NBC President Robert Wright says FCC's financial interest rules must be modified if networks are to compete successfully in competitive environment.

36/ ***IN SEARCH OF EXCELLENCE***
FCC Chairman Al Sikes tells NATPE attendees to "pursue quality relentlessly" for success in global market.

35/ ***1990 OUTLOOK***
Abundance of new shows and limited number of station time periods leads some to describe this year as "buyer's market."

37/ ***THOSE INTERESTED***
Participants of media regulation panel say fin-syn issue would be better resolved by parties involved.

39/ ***PROGRESS CHECK***
Panelists discuss progress made in meeting growing economic presence of minorities in TV marketplace.

39, 40/ ***HIGH CARD***
Warner Bros.' *Trump Card* gets high marks in separate surveys of new shows by Seltel and Petry Television.

42/ ***NAB BUDGET***
National Association of Broadcasters' proposed $16.6 million budget for FY 1990-91 is unanimously adopted.

43/ ***AFFILIATE WINDOW***
NBC promises affiliates extra station breaks during 1992 Olympics.

50/ ***NEXT MOVE***
Adam Powell III, after resigning his post as vice president for news and information at National Public Radio, contemplates move to local level.

53/ ***COMEDY TONIGHT***
CBS executives say network will launch another comedy night.

54/ ***REAL THING***
CBS News President David Burke defends use of re-creations used on *Saturday Night with Connie Chung* during Television Critics Association press tour.

59/ ***NOT NOW***
Supreme Court rejects two cable cases for review.

79/ ***BIG PICTURE***
HBO President E. Thayer Bigelow has seen both sides now, building on his experience heading cable system operations, as he heads HBO's marketing and affiliate efforts.

80/ ***TCI SPLIT***
Tele-Communications Inc., nation's largest cable MSO, says it will spin off nearly all of its cable programing interests and some of its cable systems into separate company.

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BY THE NUMBERS 1

After a week tied for first place, *Cosby* and *Cheers* (pictured) were knocked out by *Roseanne* for the number-one slot of Week 17 (Jan. 8-14). *Roseanne* pulled in a 26.4 rating and a 38 share while number two *Cosby* posted a 23.3/36 and number three *Cheers* had a 22.2/34. For the season to date, that gives *Roseanne* a 24.1/36, according to Nielsen, while the other two combatants for first have a 23.6/39 (*Cosby*) and a 23.0/36 (*Cheers*).

For the week, NBC came out on top with a 15.4/24.9 compared to CBS's 13.4/21.5 and ABC's 13.2/21.1. While ABC won Tuesday, Wednesday and Friday nights, the stronger wins of NBC on Thursday and Saturday powered that network to the top. The other two nights of the week, Sunday and Monday, were won by CBS.

In the network news race, ABC was back on top after being beaten the previous week by CBS. ABC's *World News Tonight* was victorious in Week 17, posting an 11.9/21 to the *NBC Nightly News*'s

"By the Numbers" continues on page 12

RATINGS ROUNDUP

Week 17 □ Jan. 8–Jan. 14

Rank/rating	Network	Show
1 ▲ 26.4/38	A	*Roseanne*
2 ▼ 23.3/36	N	*Cosby Show*
3 ▼ 22.2/34	N	*Cheers*
4 ▲ 21.4/33	N	*Different World*
5 ▼ 21.2/33	N	*Golden Girls*
6 ▼ 20.4/31	C	*60 Minutes*
7 19.8/31	C	*NFC Championship*
7 ▲ 19.8/34	N	*Empty Nest*
9 ▲ 19.3/30	N	*Dear John*
10 ▼ 19.0/27	A	*Wonder Years*
11 ▲ 18.7/29	A	*Coach*
12 ▲ 18.6/28	A	*Who's The Boss?*
13 ▼ 18.5/27	C	*Designing Women*
13 ▲ 18.5/32	N	*L.A. Law*
15 ▲ 18.6/28	C	*Newhart*
15 ■ 18.0/27	A	*Am. Funniest Home Videos*
17 ▼ 17.9/28	N	*Unsolved Mysteries*
18 ▲ 17.8/28	C	*Sun. Movie: Pair of Aces*
18 ▲ 17.8/28	N	*Sun. Movie: Widows Connex*
20 ▼ 17.5/25	C	*Murphy Brown*
21 ▲ 17.4/28	A	*Head of the Class*
21 ▼ 17.4/28	N	*Matlock*
23 ▲ 16.9/28	A	*Full House*
23 ▼ 16.9/27	A	*Growing Pains*
25 16.4/24	N	*Hogan Family*
26 16.1/25	N	*Tue. Movie: Drug Wars, pt. 3*
27 ▲ 15.9/28	A	*20/20*
28 ▲ 15.8/26	C	*Jake and the Fatman*
29 ■ 15.7/26	A	*Mon. Movie: Back Home*
29 ▼ 15.7/28	N	*Hunter*
31 15.5/26	A	*Family Matters*
32 ▼ 15.4/23	A	*Doogie Howser, M.D.*
33 16.2/28	N	*Mon. Movie: Drug Wars, pt. 2*
34 14.7/22	N	*ALF*
35 ▲ 14.4/25	C	*Evening Shade*
36 ▼ 14.4/21	C	*Major Dad*
37 ▼ 14.2/25	N	*Amen*
38 ▼ 14.1/23	A	*Perfect Strangers*
39 13.7/20	A	*MacGyver*
40 13.4/22	C	*Dallas*
40 ▲ 13.4/22	A	*Just the Ten of Us*
40 ▲ 13.4/20	C	*Rescue: 911*
43 ▼ 13.2/22	C	*Doctor, Doctor*
44 ▼ 13.0/19	F	*Married...With Children*
44 ▼ 13.0/20	N	*Night Court*
46 ▼ 12.8/23	N	*227*
47 ■ 12.7/19	F	*The Simpsons*
48 12.5/20	A	*Anything But Love*
49 ▼ 12.3/22	A	*China Beach*
50 ▼ 12.2/19	A	*Parker Lewis Can't Lose*
51 ▲ 11.7/19	A	*Wipeout*
52 ▲ 11.6/21	N	*Cosmos: Long*
53 11.5/18	N	*Magical World of Disney*
53 ▼ 11.5/19	N	*Blue Blue*
55 ▼ 11.4/19	A	*Sun. Movie: Sixty Days*
56 11.3/18	N	*My Two Dads*
57 11.3/19	C	*Famous Teddy Z*
58 11.1/20	C	*Wiseguy*
59 ● 11.0/18	A	*Free Spirit*
60 ▼ 10.9/18	N	*Monsters, Inc.*
61 ▼ 10.9/19	C	*Falcon Crest*
62 ▼ 10.9/17	C	*48 Hours*
63 ▼ 10.7/17	C	*Tue. Movie: La Bamba*
64 ▼ 10.5/18	C	*Island Son*
64 ▼ 10.5/18	A	*Young Riders*
66 ▼ 10.0/17	N	*Baywatch*
66 ▲ 10.0/16	A	*Life Goes On*
68 ▼ 9.8/17	C	*Mon Movie: Lonely Comm*
69 ▼ 9.3/14	C	*Bonny & the Bears*
70 ▼ 9.1/15	F	*America's Most Wanted*
71 ▼ 8.7/15	A	*Mystery Movie: B.L. Stryker*
72 ▼ 8.3/15	C	*Paradise*
73 ▼ 8.0/15	C	*Sat. Night With Connie Chung*
74 ▼ 7.9/14	A	*Primetime Live*
75 ▼ 7.7/14	A	*Mission: Impossible*
76 ▼ 7.5/13	F	*Cops*
77 ■ 7.1/12	F	*Totally Hidden Video*
78 ▼ 7.0/11	F	*Open House*
79 ▼ 7.0/12	C	*Star of Day*
80 ▼ 6.9/6	F	*21 Jump Street*
81 ▼ 6.1/8	F	*Jesse*
82 ▼ 2.8/7	F	*Alien Nation*
83 ▼ 4.6/7	F	*Beverly Hillbillies*
84 ▼ 4.5/8	F	*Beauties*
85 3.9/6	F	*It's Garry Shandling's Show*

Dashes in parentheses indicate [illegible]. ▼—Down from last week. ▲—Up from last week. Shares and broadcast hut ratings.

FREEZE FRAMES: Syndication Scorecard *

Week ended Jan. 7

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune (Syndicated Exclusive)	15.4	225	99
2	Jeopardy (King World)	13.7	215	99
3	Cosby Show (Viacom)	10.4	202	97
4	Oprah Winfrey Show (King World)	9.9	214	99
5	Current Affair (20th Century Fox TV)	9.4	187	96
5	Wheel of Fortune (Wheel-King World)	9.4	184	89
7	Entertainment Tonight (PTE)	9.3	166	95
8	Star Trek: Next Generation (Paramount)	7.7	232	97
9	Donahue (Multimedia)	6.8	228	99
10	Star Search (TPE)	6.6	155	95
11	Family Feud (Goodson)	6.2	199	99
12	Geraldo (New World Domestic Syndication)	5.6	171	96
12	Oprah: New Beginnings (King World)	5.6	155	93
12	Entertainment Tonight Weekend (PTE)	5.6	169	90
15	Family Feud (Goodson)	5.5	114	78

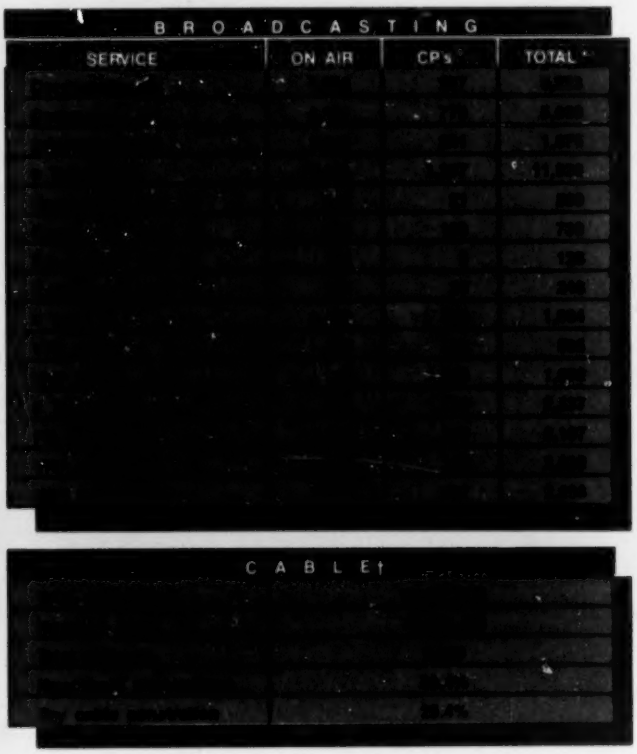
The following shows were rated, but not ranked

Wheel of Fortune (Wheel-King World)	6.4	168	92
Hulk Hogan's Wrestling Federation (LWF)	8.2	234	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research

Summary of Broadcasting & Cable



BROADCASTING

SERVICE	ON AIR	CPs[1]	TOTAL*

CABLE†

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 10

10.9/19 and the *CBS Evening News*'s 10.8/19. Also in the news numbers, ABC's *20/20* tied its highest rating of this season with its 15.9/28, putting it 27th for the week.

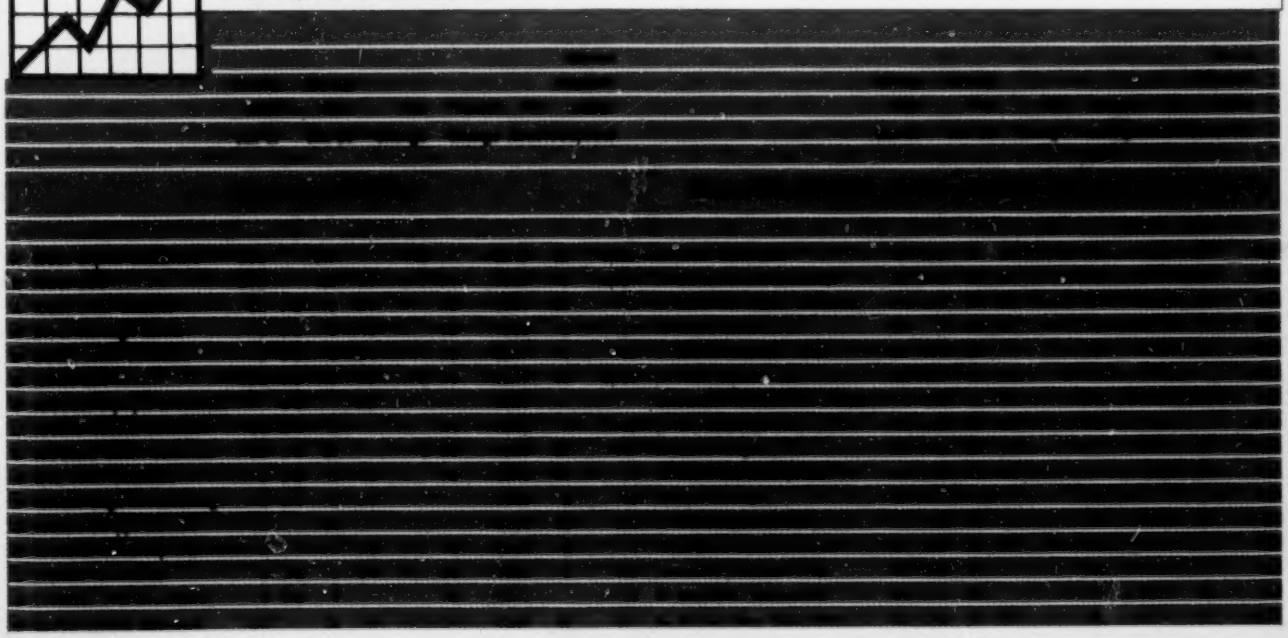
Among the shows premiering, ABC's *America's Funniest Home Videoz* made the biggest impression, scoring an 18/27 on Sunday to finish 16th for the week. Fox's *The Simpsons* came in 47th with a 12.7/19, also on Sunday. ABC's *Free Spirit*'s Sunday debut garnered an 11/16 to finish 59th and Fox's *Totally Hidden Video* got a 7.1/12 to finish 77th.

MarketScope

Media stocks took their share of a beating in last week's market. Large capitalization media issues, which had benefited late last year on the upside, took most of the downturn last week, while over-the-counter media issues held up reasonably well. One noticeable exception was Westwood One, which fell from 9¼ to 7⅛. Virtually every industry segment was affected by the selling, including Entertainment, which may have been partly influenced by impressions from last week's NATPE convention, at which many financial observers were in attendance. Paramount was down almost 10%, to 45⅝, while Orion Pictures Corp. fell almost 14%, to 18¼. Shares of the networks and group owner/publishers were also off, but one stock bucking the trend of recent weeks is group owner Liberty Corp., which rose slightly to 44½, up more than 10% over the past month. An A.G. Edwards analyst cited earnings improvement and investor attention from Industrial Equity, a Hong Kong-based concern, which recently disclosed a stake—last Tuesday it was reported to have increased to 7.02%. Also the subject of an SEC 13D filing was Time Warner affiliate American Television & Communications, 9.1% of which was reported last Wednesday to be now owned by PTS Investors, described as "an affiliate of JMB Realty Corp."

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1



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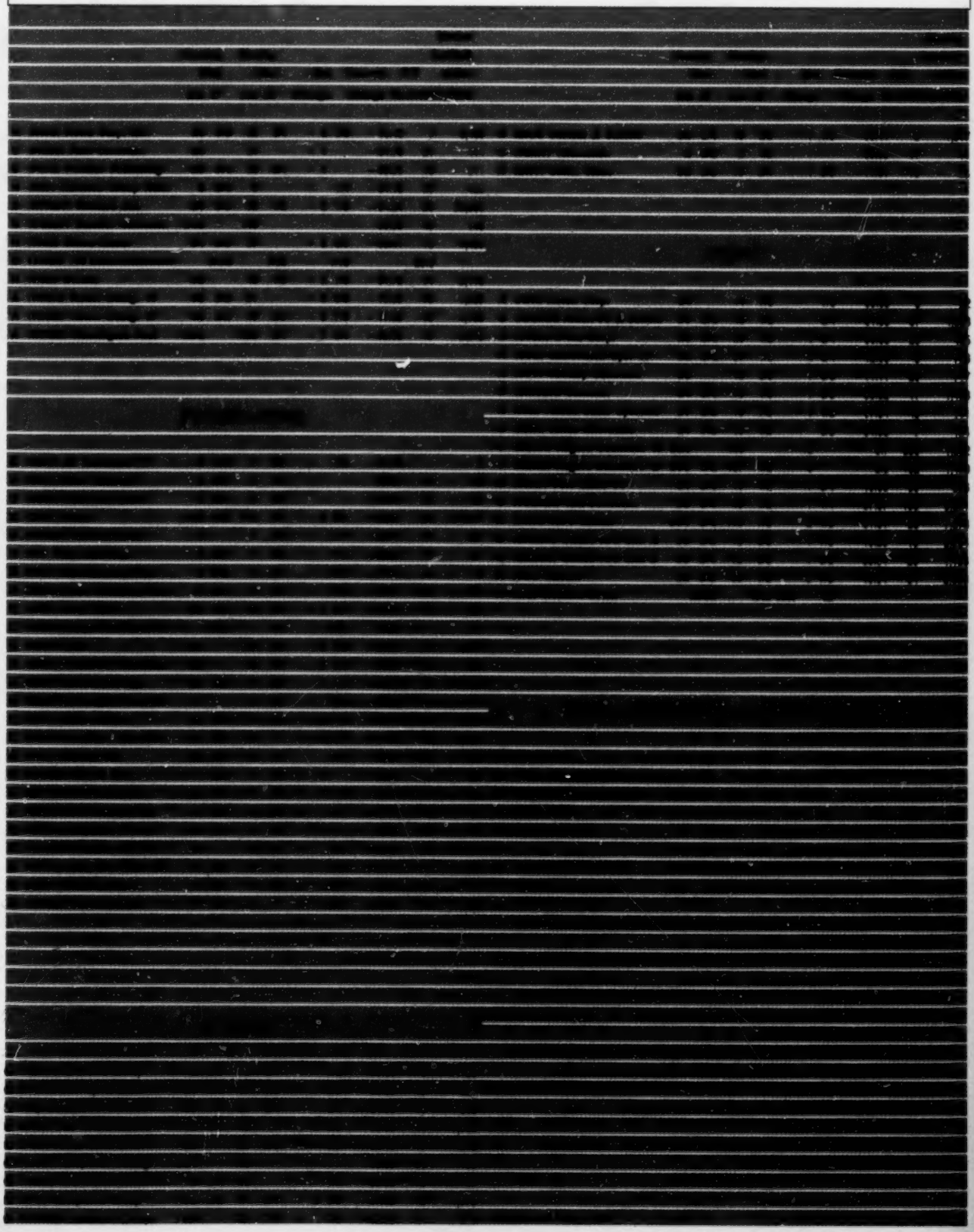

cle of the new year: "1990: The New Decade." Then I re-read it. Not one mention of the public, the communities, the audience, the viewers and listeners.

Only Don Browne mentioned credibility. And our new FCC chairman, Alfred Sikes, avoided any reference to the public.

So it looks like another cold decade for the consumers of the media. Or does it? My surveys indicate there are more car cassette players and CD players because of all the commercials and clutter on radio now. And 15% of the TV audience are using their TV's for watching videotapes, playing video games and as computer monitors.

The "marketplace" is speaking and I hope the industry leaders are aware that these are consumers.

Please don't consider this just another complaint from another egghead professor. I had 25 years of commercial broadcasting before I started teaching and I constantly strive to be objective. I just see broadcasting as a giant money machine now and the public be damned.—*Stanley Lichtenstein, broadcast faculty adviser, Chabot College, Hayward, Calif.*

Censorship vs. responsibility

EDITOR: This is a response to your Dec. 11, 1989, editorial, "Return to sender."

In the editorial, you accuse the FCC of censorship because of its recent enforcement of broadcast indecency laws against six stations, adding that the commission is attempting to "advance its own morality—or that of a particularly vocal lobby—as the law of the land."

In fact, the FCC *is* enforcing the law of the land. It only seems unjust to you because the law has not been enforced in recent history. The commission's actions came only in response to the public's outcry for justice. Thousands of letters from angry citizens have flooded the FCC's mailbox over the past several years...letters from citizens outraged at the illicit material on the airwaves (which some broadcasters elect to call "free speech"). Instead of condemning the commission's actions, you should be sighing "relief" that only six stations were cited...which is barely a slap on the industry's wrist.

The FCC is not "advancing its own morality," as you contend; rather, it is advancing the will of the American people. Yet, like spoiled children, you cry "censorship." The *real* truth is that some broadcasters want to advance their own *immorality* without regard to the listening tastes of the public at large.

As a fellow broadcaster, I hear a lot about broadcasters' "rights" but very little about "responsibility." Whether we care to admit it or not, there are limits to free speech. Let us not forget that we are government-appointed *trustees* of the *public's* airwaves, not the other way around.—*Bob Hall, Sioux Falls, S.D.*

Location, location, location

EDITOR: We just recently completed a trip through 14 states and enjoyed listening to the radio in both our truck and our trailer. It was very comforting to be able to keep track of news, the weather (especially the weather) and be entertained. Radio is always there when you need it.

However, we noticed one particularly irritating aspect of the station operation. That is that while stations never fail to announce their FCC call letters as required, rarely do they give the town or city from which they are transmitting.

On many occasions we would have taken advantage of some facility that was being advertised, but because we pull a fairly large trailer we did not feel we could spend the time or fuel to attempt to find the place we were interested in. That is, if we could be sure in which town the facility was.

It would help all of us travelers if your readers would tell the traveling public where they are and where the facility is that is being advertised.

There are literally thousands of small towns very close together in our country and I think the individual stations are doing their advertising customers a disservice by not telling the public where they are — *James C. Dean, Mount Crested Butte, Colo.*

Mapping it out

EDITOR: Fidel Castro and Daniel Ortega with dubbed-in voices *are* funny—commercials occasionally are better than the shows. But television instructor Brian Read ("Open Mike," Dec. 18, 1989) claims that such trivialization is partly to blame for college students who think that Bolivia is next to Spain or Northern Ireland and England are part of the same land mass. If TV has caused a problem, TV might solve it, too.

Geographically ignorant people seldom miss the news, right? OK, begin every news item with a map.

Zoom from continent to country to city, then to the newstape. This will keep it lively.

Geographical awareness is enriched, newscasts get an improved look, and it's all done without bumping one 30-second commercial.—*Ron Lindow, Pittsburgh.*

Auto search

EDITOR: The Museum of Broadcasting is planning a seven-decade retrospective of radio and TV advertising for automobiles. The exhibition is scheduled to open in January 1991, and will help celebrate the museum's move to its new home.

The museum will, of course, be contacting appropriate parties to secure materials for the exhibition. At the same time, we would deeply appreciate hearing from companies and individuals who have such materials, or know where we can find them—especially the older ads and campaigns, which will likely be the hardest to locate.

You can write me c/o the museum at 1 East 53rd Street, New York 10022, or call (212) 752-4690, extension 36. Thank you!—*Gerry Scorse, associate curator, advertising, The Museum of Broadcasting, New York.*

Editor's note: *The Jan. 1 "Open Mike" from David Shapiro on the Disabled Journalists of America incorrectly listed his place of residence as Grinnin, Ga. Mr. Shapiro lives in Griffin, Ga., and can also be contacted at (404) 228-6491.*

The Fifth Estate

Broadcasting incorporating **TELEVISION**

Founder and Editor
Sol Taishoff (1904-1982)

1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

Lawrence B. Taishoff, *publisher*

Editorial

Donald V. West, *managing editor*
Mark K. Miller, Harry A. Jessell, *assistant managing editors*
Leonard Zeidenberg, *chief correspondent*
Kira Greene, *senior news editor*
Matt Stump, Kim McAvoy, John S. Eggerton, *associate editors*
Susan Dillon, A. Adam Glenn (*international*), *assistant editors*
Randall M. Sukow (*technology*), **Peter D. Lambert, Kristina I. Hoyt**, *staff writers*
Janet Sullivan, *editorial assistant*
Todd F. Bowie, *editorial production supervisor*
Ed Kaltz, *production*

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David Seyler, *manager*
Joseph A. Esser, *associate editor*
Deborah Segal, *assistant manager*
Francesca Tedesco, Michael Greco, Janus L. Woods, *editorial assistants*

Advertising

Washington
202-659-2340
Kenneth W. Taishoff, *vice president, sales and marketing*
Robert (Skip) Tash, *Midwest and Southern regional sales manager*
Doris Kelly, *sales service manager*
Debra DeZarn, *classified advertising manager*

New York
212-599-2830
Joseph E. Ondrick, *East Coast regional sales manager*
Randi B. Teitelbaum, *sales manager*
Yadira Crawford, *advertising assistant*
Lewis Edge & Associates (*East Coast equipment and engineering*) *609-683-7900, fax: 609-497-0412*
Dave Berlyn & Associates: *914-631-6468*
Marilyn Calloway, *receptionist*

Hollywood
213-463-3148
John R. Russel, *West Coast regional sales manager*
Sandra Klausner, *editorial-advertising assistant*
Schiff & Associates (*Western equipment and engineering*) *213-393-9285, fax: 213-393-2381*

Circulation

Kwentin K. Keenan, *circulation manager*
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Aretha Hall, Maureen Sharp, *circulation assistants*

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Corporate Relations

Patricia A. Vance, *director*
Catherine F. Friday, *secretary to the publisher*

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Foisie, *chief correspondent*
Stephen McClellan, *chief correspondent (programing)*
Rod Granger, Lucia Cobo, Joe Flint, *staff writers*

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Steve Coe, Mike Freeman, *staff writers*

Advertising Representatives

Pattis/3M: Chicago *312-679-1100, fax: 312-679-5926*
Los Angeles *213-462-2700, fax: 213-463-0544*
Hawaii *808-545-2700, fax: 808-599-5802*
London *(01) 427-9000, fax: (01) 427-5544*

Japan *(06) 925-4452, fax: (06) 925-5005*

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and other systems remain in compliance with FCC rules.

If an emergency were to arise, an alarm goes off at the hub. NSN engineers either contact the station engineer or correct the problem themselves. Several adjustments can be made from the hub, such as power reductions for nighttime operation, tests of backup power systems, activation of security systems and other functions normally done by studio personnel. In some cases, NSN can even restart the transmitter if it goes down for some reason.

"The majority of the interest seems to be from medium markets—towns of between 40,000 and 70,000 people—with a good bit of interest from the larger markets and the smaller markets also," Sepmeier said. Contracts with stations signed so far range from DeFuniak Springs, Fla., to top-10 cities. Sepmeier said NSN is close to coming to terms with a station in the number-two Los Angeles market. At small stations, NSN is being sold as a way to save money by reducing the amount of personnel needed to monitor station systems. For larger stations, it allows personnel on hand to reserve time for other tasks.

"It's not unlike the philosophy of automation which a lot of stations large and small have used to free their air and sales talent to do things that [would be almost impossible] if they had to sit at a microphone to keep a radio station on the air 24 hours a day," said Allied's Burns, who also expects NSN will be popular in all markets.

Rates for the service remain the same as originally announced last summer: $9,600 a year or $8,000 a month. NSN points out those figures are less than a third of the cost of maintaining personnel to monitor the station at minimum wage for 24 hours.

NSN's original plan was to begin monitoring clients by the end of last June. But since then, it has been plagued by delays in equipment delivery. During the National Association of Broadcasters' Radio '89 in New Orleans last September, NSN was unable to demonstrate its system to the extent planned because equipment it had ordered to be delivered directly to New Orleans did not arrive.

In the meantime, NSN has upgraded its monitoring software. It has also been searching for new services to add to the system. It is now pitching a satellite subnetworking system, with the same VSAT technology used in the monitoring system, to station groups. Member stations will be able to route financial information, program logs and other data through the Avon hub to co-owned stations faster than facsimile machines or overnight mail services. The subnetwork will also deliver digital audio programing, such as commercials and public service announcements between stations. "It opens up a whole realm of possibilities for people programing their stations," Sepmeier said.

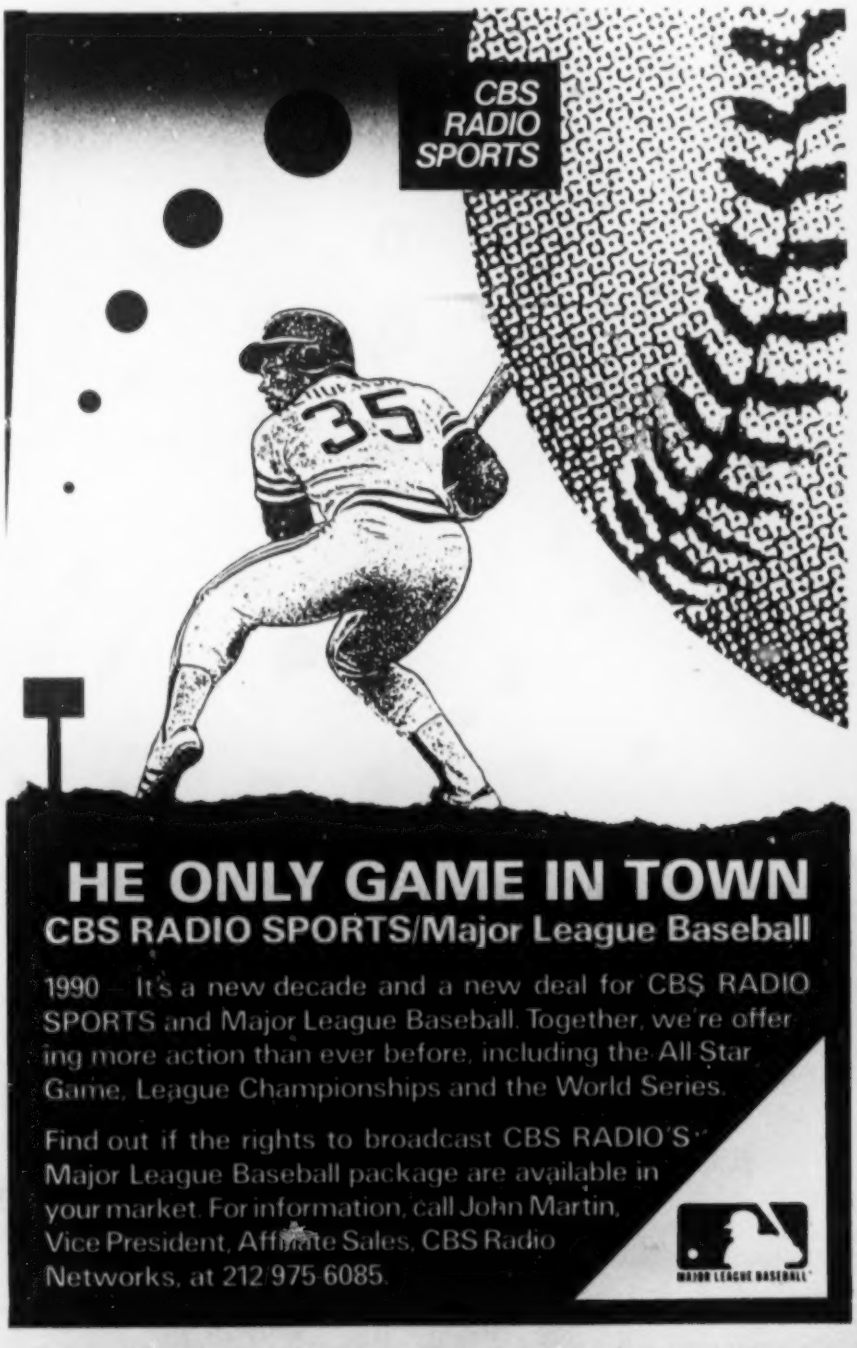
NSN is also in negotiations with the *M Street Journal*, a Washington-based newsletter, on a deal to deliver an electronic version of the publication to NSN customers. The *M Street Journal* mainly publishes actions and proceedings of the FCC.–RMS

Good showings by news and urban stations in fall books

Fall quarterly ratings for the top five radio markets revealed strong numbers for news-driven and urban contemporary formats (BROADCASTING, Jan. 8). Contemporary hit outlets faltered, most notably WHTZ(FM) New York and KIIS-FM Los Angeles, the latter listed below the line as a result of comments made by morning announcer Rick Dees, and dropping one share point. Rock hit KQLZ(FM) Los Angeles fell from a summer book high of 5.5 to a 3.8 share.

Radio shares in Detroit remained constant, with the summer book leaders remaining on top of the market. Capital Cities/ABC's MOR and news/talk WJR(AM) dropped to 8.3 from a summer 9.2, but kept its market leader position. Booth American's urban contemporary WJLB(FM) rose from a summer 6.4 to a 7.8, retaining second place. CBS's news outlet, WWJ(AM), jumped 1.8 to third place and a 5.7 share.

Dallas-Fort Worth increased in size to become the seventh market, displacing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MAJOR LEAGUE BASEBALL

Boston. Infinity Broadcasting's adult contemporary simulcasters there, KVIL-AM-FM, continued in the number-one spot with a 10.2 share, posting a 2.3 increase over their summer number of 7.9. Capital Cities/ABC's country KSCS(FM) moved into second place with a 7.6, after co-owned WBAP (AM) dropped to a 4.4 from the summer's 7.3.

Talk radio dominated the Boston market, with RKO's WRKO(AM) capturing the top slot with a 6.6, unchanged from the summer book. CHR WXKS-FM dropped from a summer 8.0 rating to 6.2, and WBZ(AM) moved up to third with a 5.9 from a summer 5.4.

In the nation's capital, easy listening WGAY(FM) posted a 7.7 to remain in first place, followed by CHR WPGC-FM with a 6.7 and country simulcasters WMZQ-AM-FM with a 6.5.

In the 10th market, Houston-Galveston, urban contemporary KMJQ(FM) retained the number-one spot with an 8.1 share, followed by country KILT-FM with a 7.3. A country station also took third as KIKK-FM posted a 7.1.

All results are based on the Arbitron fall 1989 radio local market report for Sept. 21-Dec. 13, 1989 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's ratings service. □

1. New York

Station	*Format*	*Fall '88*	*Fall '89*
WPAT-FM	Easy listening	3.6	5.0
WINS(AM)	News	4.4	4.7
WLTW(FM)	Soft contemp.	4.7	4.7
WOR(AM)	Talk	4.7	4.6
WHTZ(FM)	CHR	5.6	4.3
WCBS-FM	Oldies	4.3	4.1
WQHT(FM)	CHR	4.0	4.0
WBLS(FM)	Urban contemp.	3.6	3.8
WNEW-FM	AOR	3.2	3.7
WCBS(AM)	News	3.6	3.5
WNSR(FM)	Adult contemp.	3.1	3.5
WXRK(FM)	AOR	3.4	3.1

2. Los Angeles

KPWR(FM)	CHR	7.2	6.2
KOST(FM)	Soft contemp.	5.4	5.7
KIIS-FM	CHR	5.8	5.4
KABC(AM)	Talk	5.3	4.6
KLOS(FM)	AOR	3.6	4.2
KBIG(FM)	Soft contemp.	3.3	4.0
KQLZ(FM)	Rock hit radio	2.8	3.8
KWKW(AM)	Spanish	1.3	3.5
KNX(AM)	News	3.5	3.4
KLVE(FM)	Spanish	2.8	3.2

3. Chicago

WGN(AM)	MOR/Talk	8.6	10.7
WGCI-FM	Urban contemp.	6.7	7.3
WVAZ(FM)	Urban contemp.	4.2	5.1
WBBM(AM)	News	6.0	4.9
WLUP-FM	Adult rock	4.3	4.1
WBBM-FM	CHR	3.2	4.0
WYTZ(FM)	CHR	4.0	3.8
WLUP(AM)	Talk	2.8	3.7
WXEZ-AM-FM	Easy listening	6.1	3.7
WUSN(FM)	Country	3.0	3.5
WCKG(FM)	Classic rock	4.3	3.4

4. San Francisco

KGO(AM)	News/talk	8.3	8.2
KCBS(AM)	News/talk	5.0	6.1
KMEL(FM)	CHR	5.6	4.9
KOIT-AM-FM	Soft contemp.	4.2	4.9
KABL-AM-FM	Easy listening	4.7	4.6
KNBR(AM)	Adult contemp.	2.2	3.7
KFRC(AM)	Classic MOR	3.4	3.6
KRQR(FM)	AOR	2.9	2.9
KSOL(FM)	Urban contemp.	2.8	2.9
KKSF(FM)	Adult contemp.	2.7	2.7
KXXX-FM	Adult contemp.	2.2	2.7
KDFC-AM-FM	Classical	2.9	2.6
KiOI(FM)	Adult contemp.	3.9	2.6
KSAN(FM)	Country	2.2	2.6

5. Philadelphia

WMMR(FM)	AOR	7.7	7.5
KYW(AM)	News	6.5	6.6
WUSL(FM)	Urban contemp.	7.5	5.8
WEAZ-FM	Easy listening	5.7	5.6
WEGX(FM)	CHR	7.9	5.5
WIOQ(FM)	CHR	2.5	5.3
WYSP(FM)	Classic rock	4.9	5.3
WPEN(AM)	Nostalgia	5.1	5.2
WXTU(FM)	Contemp. country	4.1	4.8
WKSZ(FM)	Soft contemp.	4.8	4.5
WOGL(FM)	Oldies	2.4	4.1

6. Detroit

WJR(AM)	MOR/News/talk	9.0	8.3
WJLB(FM)	Urban contemp.	7.0	7.8
WWJ(AM)	News	5.1	5.7
WHYT(FM)	CHR	3.4	5.0
WJOI(FM)	Easy listening	4.7	4.8
WLTI(FM)	Adult contemp.	2.6	4.7
WWWW(FM)	Modern country	4.7	4.7
WDFX(FM)	CHR	5.4	4.2
WKQI(FM)	CHR	4.4	4.2
WNIC-FM	Adult contemp.	4.9	3.9
WCSX(FM)	Classic rock	3.4	3.6
WLLZ(FM)	AOR	3.8	3.6
WJZZ(FM)	Jazz	1.7	3.5

7. Dallas-Fort Worth

KVIL-AM-FM	Adult contemp.	8.3	10.2
KSCS(FM)	Country	7.4	7.6
KRLD(AM)	News/sports	5.9	6.3
KPLX(FM)	Country	6.5	6.1
KKDA-FM	Urban contemp.	7.2	5.4
KJMZ(FM)	Urban contemp.	4.7	4.7
WBAP(AM)	Country	6.2	4.4
KMEZ(FM)	Easy listening	4.7	4.0
KLIF(AM)	Talk	3.3	3.5
KEGL(FM)	CHR	4.5	3.4
KTXQ(FM)	AOR	3.4	3.4

8. Boston

WRKO(AM)	Talk	7.2	6.6
WXKS-FM	CHR	5.9	6.2
WBZ(AM)	Adult contemp.	7.4	5.9
WZOU(FM)	CHR	5.0	5.5
WBCN(FM)	AOR	4.8	5.3
WJIB(FM)	Easy listening	5.4	5.1
WODS(FM)	Oldies	5.2	5.1
WHDH(AM)	Adult contemp.	5.2	4.7
WMJX(FM)	Contemp. soft hits	3.6	4.6
WEEI(AM)	News	4.2	4.5
WSSH-FM	Easy listening	3.6	3.5

9. Washington

WGAY(FM)	Easy listening	6.8	7.7
WPGC-FM	CHR	6.0	6.7
WMZQ-AM-FM	Country	7.1	6.5
WMAL(AM)	Variety	5.7	5.4
WKYS(FM)	Urban contemp.	6.2	5.3
WAVA(FM)	CHR	4.5	4.8
WRQX(FM)	CHR	4.5	4.0
WHUR-FM	Urban contemp.	4.9	3.8
WCXR(FM)	Classic rock	3.7	3.7
WLTT(FM)	Adult contemp.	3.5	3.7
WTOP(AM)	News	3.7	3.7
WXTR-FM	Oldies	3.4	3.4

10. Houston-Galveston

KMJQ(FM)	Urban contemp.	9.8	8.1
KILT-FM	Country	4.6	7.3
KIKK-FM	Country	6.8	7.1
KLTR(FM)	Adult contemp.	3.8	6.2
KKBQ-AM-FM	CHR	7.5	6.1
KLOL(FM)	AOR	5.2	5.8
KODA(FM)	Easy listening	6.1	5.6
KTRH((AM)	News	5.7	5.0
KLDE(FM)	Oldies	2.5	3.5
KRBE-FM	CHR	6.0	3.5
KZFX(FM)	Classic rock	3.7	3.5
KQUE(FM)	MOR	3.4	3.2

Armed Forces buy

The U.S. Armed Forces Radio and Television Service has acquired Virginia Beach, Va.-based CBN Radio Network's *Heartline Across America* for broadcast on the AFRTS FM stations. *Heartline Across America* is billed as a talk show featuring interviews, stories and contemporary music with a Christian perspective. The show will premiere in February.

Radio bridge

Culver City, Calif.-based radio program producer and distributor Westwood One has reached an agreement with Gosteleradio, the U.S.S.R. state radio and television broadcasting system, and StoryFirst, a Hollywood-based distributor of Western entertainment products to the USSR, to produce original, regularly scheduled commercial programming for radio broadcast in the Soviet Union.

Under the terms of the agreement, Westwood One will produce America on Record (debuting Feb. 2), U.S.A. Top 40 (debuting Feb. 9), and American Musical Classics (debuting Feb. 16).

The programs will be written and produced on digital audio tape in Los Angeles by Westwood One and delivered to the Soviet Union for translation, assembly and broadcast. The programs will carry commercials from both European and U.S. companies, with ads geared to create product awareness in the USSR.

America on Record is a one-hour chronology of American music beginning with the 1920's. The program will air the first week of every month, and is written and produced by Gene Parrish.

American Musical Classics will examine American music since the days of the American Revolution. It will feature works from artists such as Gershwin, Bernstein and Copeland. The program will air the third Friday of each month, and is co-produced by Gail Eichenthal and Gene Parrish.

U.S.A. Top 20 is a 90-minute music countdown program, scheduled to air twice a month. It will be hosted by Stuard Detmer, a Chicago native residing in Moscow.